


girl scouts
of west central florida



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**ANNUAL
REPORT**

Girl Scouts of
West Central Florida
2018–19
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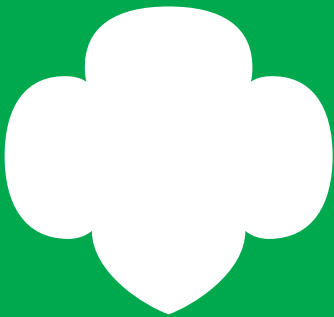
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Letter from our President & CEO

More than 19,000 girls in west central Florida will be the bold and visionary leaders our world needs. Why? Because they have the Girl Scout advantage. With it, they stand out as self-starters, brain-stormers, challenge-seekers, and change-makers in our communities.

As you flip through this annual report, you will see what is possible when girls are granted access to hundreds of girl-led experiences, skill-building opportunities, and a connection to supportive adults and an inclusive community.

Girl Scouts unleashes the **G.I.R.L. (Go-getter, Innovator, Risk-taker, Leader)**™ in every girl. It prepares her for a lifetime of leadership through a one-of-a-kind program specifically for girls. It is based on confirmed results, time-tested methods, and research-backed programming to help girls take the lead in their own lives and beyond.

Before age 18, Girl Scouts are helping others in difficult times, taking action to improve their communities, traveling to other countries, designing robots, learning how to budget, and rappelling down mountains.

Imagine how their world—our world—will be impacted when they reach adulthood.

All of this is happening because of you, our wonderful supporters who understand the importance of investing in girls today. Thank you for believing in the power of every **G.I.R.L.**

Yours In Girl Scouting,



Laura Webb

Laura Webb
Council President



Kris Johnson

Kris Johnson
Interim Chief Executive Officer

*Girl Scouting builds girls of courage, confidence,
and character, who make the world a better place.*

The Girl Scout Leadership Experience is a collection of engaging, challenging, and fun activities like earning badges, going on awesome trips, selling cookies, exploring science, getting outdoors, and doing community service projects.

Through the Girl Scout Leadership Experience, she'll get to lead her own adventure (it's her world!) and team up with other girls to choose the exciting hands-on activities that interest her most. Along the way, she'll gain important skills in four areas that form the foundation of the Girl Scout Leadership Experience:

 **LIFE SKILLS**

 **STEM**

 **OUTDOOR**

 **ENTREPRENEURSHIP**

In 2018-19 Girl Scouts of West Central Florida offered over 265 programs including:

144
LIFE SKILLS
PROGRAMS

45
STEM
PROGRAMS

63
OUTDOOR
PROGRAMS

13
ENTREPRENEURSHIP
PROGRAMS

The Girl Scout Leadership Experience is proven to help girls thrive in five key ways:

 **SENSE OF SELF:**
Girls have confidence in themselves and their abilities, and form positive identities.

 **POSITIVE VALUES:**
Girls act ethically, honestly, and responsibly, and show concern for others.

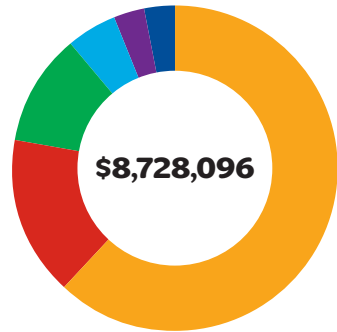
 **CHALLENGE SEEKING:**
Girls learn to take appropriate risks, try things even if they might fail, and learn from mistakes.

 **HEALTHY RELATIONSHIPS:**
Girls develop and maintain healthy relationships by communicating their feelings directly and resolving conflicts constructively.

 **COMMUNITY PROBLEM SOLVING:**
Girls desire to contribute to the world in purposeful and meaningful ways, learn how to identify problems in the community, and create "action plans" to solve them.



Financials



Operating Revenue

\$5,383,853
Product sales

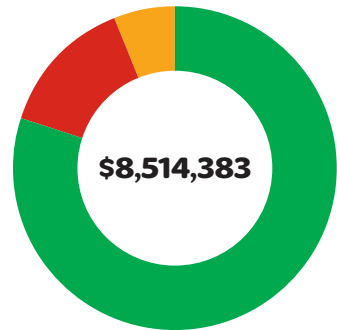
\$921,043**
Program revenue

\$276,719
Merchandise sales

\$1,424,884*
Public support

\$446,551
Other revenue, gains, and losses

\$275,046
Special events



Operating Expenses

\$6,810,386
Program services

\$1,181,546
Management and general

\$522,451
Fundraising

* Includes: United Way, individual giving, government grants, corporations and foundation giving/grants, legacies, and bequests.

** Program, event, and camping fees.

\$258,685 in financial aid was awarded to girls who otherwise would not have the opportunity to participate in Girl Scouting.

19,167

girls participated in Girl Scouting.

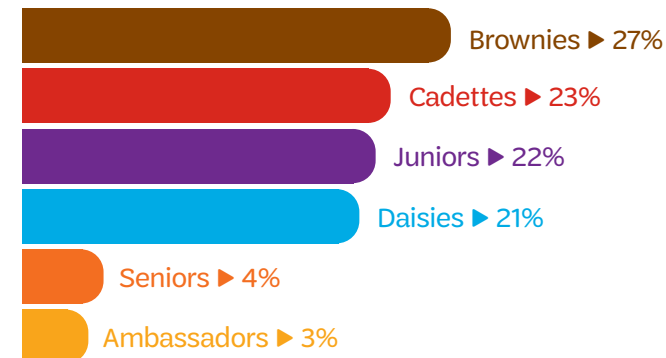
13,883
girls participated in traditional troops.

5,284
girls were served through Rising Diamonds Outreach troops.

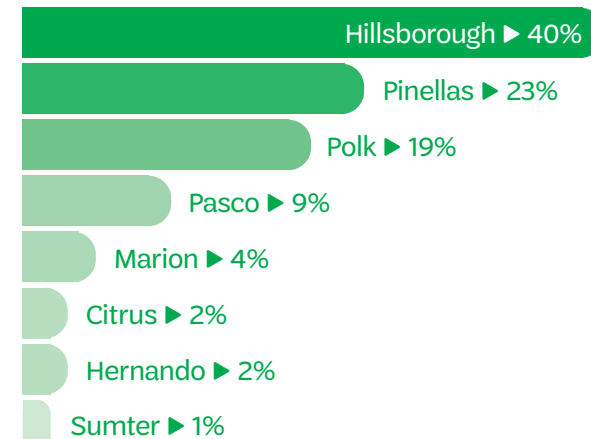
44%

of girls were brand new to Girl Scouting.

Girls Served by Grade Level



Girls Served by County



8,593

adults supported Girl Scouts.



Membership

dessert first

300
ATTENDEES
▼
RAISED
\$108,000



WOMEN OF DISTINCTION

Presented by: BANK OF AMERICA

730
ATTENDEES
▼
RAISED
\$121,000



Thin Mint Sprint 5K
Tagalong Trot 1-mile

1,767
RUNNERS
▼
RAISED
\$35,000





Research shows that girls are actively interested in becoming entrepreneurs, developing financially stable futures, and using their skills to make an impact on the world. But there are stumbling blocks on a girl's path to entrepreneurship, including fear of failure, concerns about bringing her big idea to life, and the perception that men are more likely to be entrepreneurs than women.

Entrepreneurship is a foundational element of the Girl Scout Leadership Experience through which girls develop the attitudes, skills, and behaviors they need to succeed in life.

91% of Girl Scouts are interested in being an entrepreneur compared to 71% of other girls.²

During the 2019 Girl Scout Cookie Program...

9,726 girls participated in selling cookies.

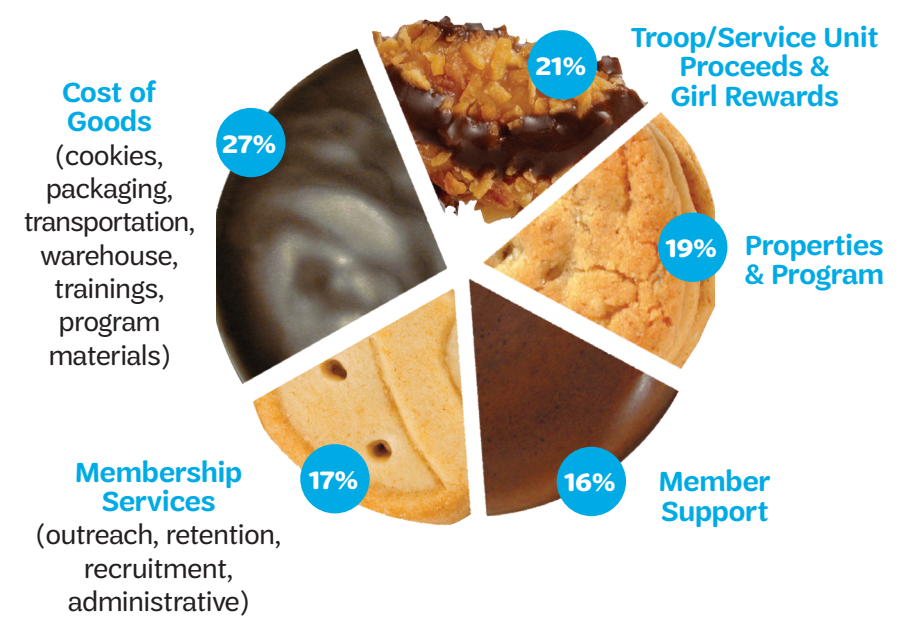
2,094,254 packages of cookies were sold.

\$1,443,354 in proceeds were earned by troops.

61,296 packages of cookies were donated to military troops or local community organizations.

How the Cookie Crumbles

A breakdown of how the funds are distributed for every package sold.



\$105,068 in troop proceeds were earned during the 2019 Sweets & Treats Fall Product Program by 3,704 participating girls.

Life Skills

Whether it's by exercising and staying healthy, developing strong relationships with family and peers, advocating on behalf of others, protecting our environment, or exploring careers that can truly change the world for the better, Girl Scouts gain the skills and the inspiration to accept challenges, overcome obstacles, and take the lead.



23 girls attended Camp CEO Civic Leadership weekend and learned about the civic ecosystem and how to move an idea into action, while connecting with local female civic leaders through a one-on-one mentoring program.

32 girls attended Camp CEO Professional Leadership weekend and focused on personal growth and building a foundation for future career paths, while connecting with accomplished professional women through one-on-one mentoring.



71 Girls attended Career Cafe and took part in workshops featuring resume writing, networking, personal branding, and mock interviews with Tampa Bay's business leaders.



From rock climbing, to climbing the corporate ladder, Girl Scouts do it all.

90% of girls say it is important for them to learn how to manage money.³

87% of girls say that it is important to set financial goals.³

As a young girl I struggled with social anxiety, and it was very hard for me to talk to people and put myself out there. Girl Scouts helped me to connect with others and leave my comfort zone. I was accepted and felt OK with other girls and the community.

- Annika S., Girl Scout Ambassador

3. Having It All, Girls and Financial Literacy Girl Scout Research Institute, 2013



2. Today's Girls, Tomorrow's Entrepreneurs, Girl Scout Research Institute, 2019

Imagine her taking on some of the biggest challenges and problems our planet faces—and helping solve them, having a career that's engaging and well paid, or teaming up with others to invent the future.

That future can be a reality, thanks to science, technology, engineering, and math (STEM).

Research shows that although girls are keenly interested in STEM and excel at it, they don't pursue it for a variety of reasons.

Through Girl Scouts, girls experience how STEM can help them make the world a better place! They become better problem-solvers, critical thinkers, and inspirational leaders, get better grades, earn scholarships, pursue more lucrative career paths, and see STEM as part of a meaningful and successful future.

Girls who grow up in a tech-supported environment are more likely to be digital leaders.¹

548 girls attended **STEMapalooza 2019, our annual interactive**

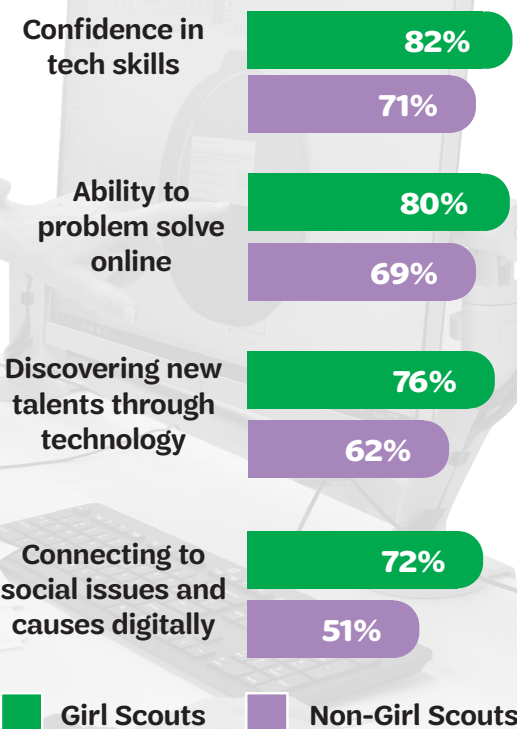
showcase of innovation and creativity for Girl Scouts, friends, and families.

29 girls attended **Camp CEO STEM Leadership weekend**

and expanded their STEM confidence and competence while connecting with STEM executives through a one-on-one mentoring program in an innovative and inspirational environment.



Girl Scouts excel in the following areas when compared to non-Girl Scouts:¹



1. *Decoding the Digital Girl*, Girl Scout Research Institute, 2019

Outdoor

From the backyard to the backcountry, Girl Scouts has a long and storied history of getting every girl outdoors. In fact, many Girl Scouts tell us “camping trips” are one of the best things about their Girl Scout experience. It's true: connecting with the great outdoors in a girl-led setting is a big benefit of belonging to Girl Scouts.

Studies show that girls today are not spending nearly enough time outdoors. Technology and structured activities leave less time for girls to get outside and enjoy nature. Girl Scouts have plenty of opportunities to create their own outdoor adventures and develop a lifelong appreciation for nature and the outdoors—whether with her troop, at camp, or with friends and family.

When Girl Scouts get outside, they:

- ▶ Discover that they can better solve problems and overcome challenges
- ▶ Develop leadership skills, build social bonds, and are happier overall
- ▶ Become team players and care more about protecting our environment

\$1,295,776

was invested toward Her Vision of Tomorrow, GSWCF's long-range property plan for our four camps.

1,400

girls attended Girl Scout Summer Camp in 2019.

\$60,193

in financial aid fully or partially funded girls' dreams of attending summer camp.



45 troops or individuals symbolically adopted a horse at Camp Wildwood,

together raising **\$5,134**

to support expert animal care for the horses and equestrian programming.



Highest Awards represent the highest honors a Girl Scout can earn and recognize the ways girls go above and beyond to make a difference in their communities and the greater world. In 2018-19, 507 Girl Scouts in west central Florida earned their Bronze, Silver or Gold Award.



girls earned the Girl Scout Bronze Award.



girls earned the Girl Scout Silver Award.



girls earned the Girl Scout Gold Award.

Girl Scout Gold Award Spotlight
Allora D., Girl Scout Ambassador



Inspired to enhance the lives of Alzheimer’s and dementia patients after seeing how these diseases affected her great grandmother, Gold Award Girl Scout Allora D. embarked on the Alzheimer’s Purple Project—an effort to make the lives of memory care patients and their caregivers easier, while promoting awareness of Alzheimer’s and dementia.

Allora researched memory loss diseases and partnered with a local memory care facility to learn more about their real-life effects. She learned that patients typically lose dexterity in multiple fingers on their hands, and that music and art play a role in memory retention.

To help patients feel more comfortable in their homes, Allora created her own fidget mats—an activity mat that soothes the agitated fidgeting patients experience. To increase the project’s reach and sustainability, she distributed pamphlets on how to create your own fidget mat.

Allora also worked directly with patients at the memory care facility. She learned that they had a positive response to hearing recognizable music, so she learned classic songs and performed for patients with her music group.

Allora also created a Memory Tree Mural, a piece of permanent artwork at the facility featuring photos of each patient, giving them peace of mind that they are in a safe space.

Allora expanded her project outside of the local facility by creating pamphlets and participating in the Dementia Convention in Beverly Hills. The Alzheimer’s Family Organization plans to continue to distribute Allora’s pamphlets to spread awareness and keep her project alive.



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\$50,000+

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\$500–\$999

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List reflects donations
received from
Oct. 1, 2018-
Sept. 30, 2019

We have reviewed all
gifts to ensure that each
contributor is properly
recognized. To have your
name listed differently in
the future, please email
customerconnections@gswcf.org.

Honorariums

In honor of Carol L. Dang
Troop 60851

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Jessica Muroff

In honor of Diejonia Abbott
Julia Brewer

In honor of George and
Gundy Costello
Susan Fetter

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In honor of Olivia Hobbs
Candace G. Hobbs

In honor of Rachel May Zysk
Sara Lawson

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Oct. 1, 2018-Sept. 30, 2019

Memoriams

In memory of Amy Ruth Clark
Virginia M. Glass

In memory of Bobbie Henry
John Horne

In memory of Bobbie Henry
Laura Kittleson

In memory of Bobbie Henry
Mary Beth Cornell

In memory of Bobbie Henry
Mary J. Brown

In memory of Bobbie Henry
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In memory of Bobbie Henry
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In memory of Bobbie Henry
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In memory of Bobbie Henry
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In memory of Bobbie Henry
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In memory of Bobbie Henry
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In memory of Bobbie Henry
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In memory of Claire M. Brown
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In memory of Claire M. Brown
Wahconah Regional High
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In memory of George Costello
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In memory of Helen Eady
Christine Hill

In memory of Jan Platt
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In memory of Lynn Gardner Bush
Don Bush

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In memory of
Mary Margaret Winning
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In memory of
Mary Margaret Winning
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In memory of
Mary Margaret Winning
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In memory of
Mary Margaret Winning
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In memory of Robert Dennis
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In memory of Robert Dennis
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In memory of Robert Dennis
Susan D. Huttig

In memory of Skipper Richardson,
Maxine King, and Margaret Uelme
Mary M. Mahoney

In memory of
Susan Schneider Riggins
Rudolph and Jean Kohler

In memory of Susie Stover
Carolyn E. Stover

List reflects donations received from
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The Juliette Gordon Low Society

It took one visionary woman to create Girl Scouts; it takes thousands of believers to carry it forward.



The Juliette Gordon Low Society was established to honor individuals who have included Girl Scouts of West Central Florida in their estate plan. It is comprised of a diverse group of donors across a wide range of ages and income levels who have one common connection—a desire to ensure that Girl Scouting makes a strong and vital impact for years to come.

Everyone has the opportunity to include Girl Scouts of West Central Florida in their estate plans and make a big impact. You can include a gift in your will or trust, name us as a beneficiary of a life insurance policy or retirement accounts, or provide lifetime income for yourself and others through a charitable trust or charitable gift annuity.

If you would like to learn how you can become a member of the Juliette Gordon Low Society, please contact Jimmy Barringer, Chief Marketing Officer at 813-262-1799 or jbarringer@gswcf.org. If you have already made a commitment, we hope you will consider letting us know about this powerful gesture so that we can thank you for your dedication to our mission and welcome you as our newest member of the prestigious Juliette Gordon Low Society.



Daisy's Circle

Bring her promise to life

Named after Girl Scout founder Juliette "Daisy" Gordon Low, Daisy's Circle is Girl Scouts of West Central Florida's monthly giving program designed to cultivate philanthropy among friends, members, and volunteers of Girl Scouts. Funds raised through Daisy's Circle provide financial assistance for girls and volunteers, support Rising Diamonds outreach programs, and so much more.

**\$25/
MONTH**

gives 12 girls a Girl Scout membership for one year.

**\$35/
MONTH**

affords one Girl Scout in need an entire week of adventure at summer camp.

**\$50/
MONTH**

provides a college scholarship for a Gold Award Girl Scout.

To join Daisy's Circle visit gswcf.org/daisycircle



Daisy's Circle members receive an exclusive Daisy's Circle email newsletter, a unique Daisy's Circle pin, as well as other special incentives.

Thank you to our Daisy's Circle Members

Abby Mackness
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Alexa Phillips
Alexandra Gerbracht
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considerate and caring,
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make the world a better place, and
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